

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

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Experience

Marketing Program Manager - Big Company/ Location

MONTH YEAR - Present

- Oversaw a team of 15 leaders across all departments, including senior management
- Aligned marketing plans with product releases that led to 85% of existing customers upgrading to the newest product within three months of release
- Helped revitalize the branding with a new marketing campaign, employing digital ads for the first time in the company's 20-year history
- Designed email newsletter ads that resulted in a 45% increase in revenue
- Produced a quarterly print magazine and digitized the content for the website

Marketing Coordinator - eCommerce Site/ Location

MONTH YEAR – MONTH YEAR

- Managed online digital marketing campaigns with automated ads on Facebook, Instagram, Twitter, and Pinterest
- Created ads for social media outlets and wrote guest posts for blogs to network
- Developed a giveaway campaign that saw a 65% increase in new customer accounts
- Entirely redesigned the eCommerce website to streamline the cart actions and integrate automated reminders to finish the checkout process
- Designed a campaign using Google Ads, which increased annual revenue by 30%

Project Experience

- Design SEO-focused websites for local elementary school fundraisers as a side project
- Teach monthly Google Ads courses at the local library

Education

Master's of Business Administration - City University

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Bachelor of Science in Marketing - City University

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Market research
- Product development
- Social media marketing
- Google Ads
- Strategic planning

Licenses & Accreditations

Licenses Licenses & Accreditations

- Google Ads Measurement Certification
- Fundamentals of Digital Marketing from Google Digital Garage
- HubSpot Marketing Software Course